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"A CENTURY OF PROGRESS"



FLORIDA'S · PART · IN THE · INTERNATIONAL EXPOSITION, CHICAGO

1933



FLORIDA COMMISSION

FLORIDA COMMISSION A CENTURY OF PROGRESS INTERNATIONAL EXPOSITION CHICAGO, 1933

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TALLAHASSEE, *Active Chairman*

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Exposition Personnel (As of November 15, 1932)

EARL W. BROWN
Manager

J. A. MACKINTOSH
Superintendent of Exhibits

L. C. WRAY
Assistant to Manager

VERNON STEEN
Superintendent of Illumination

GEORGE H. CLEMENTS
Director of Promotion

FOSTER L. BARNES
Superintendent of Plantings

J. E. WALLACE
Superintendent of Maintenance

CHARLES E. PLASTOW
Superintendent of Art

Fine Arts Jury

MRS. EVE ALSMAN FULLER
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MRS. DOYLE E. CARLTON
TALLAHASSEE

HON. W. C. HODGES
TALLAHASSEE

MRS. CARY D. LANDIS
TALLAHASSEE

MR. C. ADRIAN PILLARS
JACKSONVILLE



PONCE DE LEON
THE DISCOVERER, WELCOMING THE WORLD
TO THE FLORIDA EXHIBIT

Design and Construction (As of November 15, 1932)

PHINEAS E. PAIST, A.L.A.,
HAROLD D. STEWARD,
ROBERT L. WEED,
Designing and Supervising Architects

GEORGE E. GANIERE
Director of Plastic Arts

CHARLES E. PLASTOW
Director of Dioramic Art

VERNON STEEN
Engineer, Sky Effects

Exotic Gardens, Miami
JAS. DONN
President
Landscape Architects of
Tropical Garden

Royal Palm Nurseries, Oneco
N. A. REASONER
President
Landscape Engineers Florida
Orange Grove

J. E. WALLACE
Superintendent
Modelling and Natural History

OFFICE OF CHAIRMAN
TALLAHASSEE, FLA.

CENTRAL OFFICES
Studios and Exhibit Hall
DELAND, FLA.



"WAY DOWN UPON THE SUWANNEE RIVER"

ONE OF THE MANY DIORAMAS BEING CONSTRUCTED IN THE DELAND STUDIO OF THE FLORIDA COMMISSION, UNDER THE DIRECTION OF CHARLES E. PLASTOW, ILLUSTRATIVE OF FLORIDA'S INDUSTRIES, TOURIST ATTRACTIONS, FOR DISPLAY IN THE FLORIDA EXHIBIT

FOREWORD

THIS little pamphlet is being issued for the purpose of making as plain as can be done in a few words, the plan and scope of the "CENTURY OF PROGRESS" exposition which will be held in Chicago from June 1 to midnight of October 31, 1933, and setting forth very cogent reasons for Florida's participation, to the best of the state's ability, in the \$90,000,000 pageant.

What Florida needs as a prerequisite to advancement along all lines, material, cultural and spiritual, is a recognition by the world at large of the boundless possibilities afforded by the state. Florida needs wider markets for the fruits, winter vegetables, and other commodities it produces in such abundance. It needs capital for the development of its great natural resources. It needs settlers upon its millions of acres of now idle lands in order that they may become revenue producing and appear upon the tax rolls. It must attract the hundreds of thousands of men and women who would be benefited by its matchless climate both in winter and in summer. All of those things can be done or at least greatly furthered by carrying to the 60,000,000 to 70,000,000 prospective visitors who it is estimated will attend the great international exposition in Chicago, next year, an exhibit which will furnish an opportunity to those millions to visualize the Florida we, who are privileged to live in the state, know and love.

The exposition will be held whether or not Florida exhibits. The expected millions, nearly every one of whom is a potential investor, settler or visitor to the state, is waiting to be shown why he or she should invest, settle or come to enjoy the wonderful climate or take advantage of the countless opportunities for rest, recreation or restoration to health.

We bespeak for the following pages a careful reading by the citizens of the state who believe that advantage should be taken of the greatest opportunity ever afforded to spread the gospel of Florida before the millions who will pass through the grounds of the great world's fair of 1933.

FLORIDA COMMISSION, CENTURY OF PROGRESS.

"A CENTURY OF PROGRESS"

AS ITS name implies, the world's fair to be held in Chicago, from June 1 to October 31, next year, is calculated to bring together in one enclosure and almost under one roof, a display which will show in epitome the accomplishments of the past 100 years in every line of human endeavor.

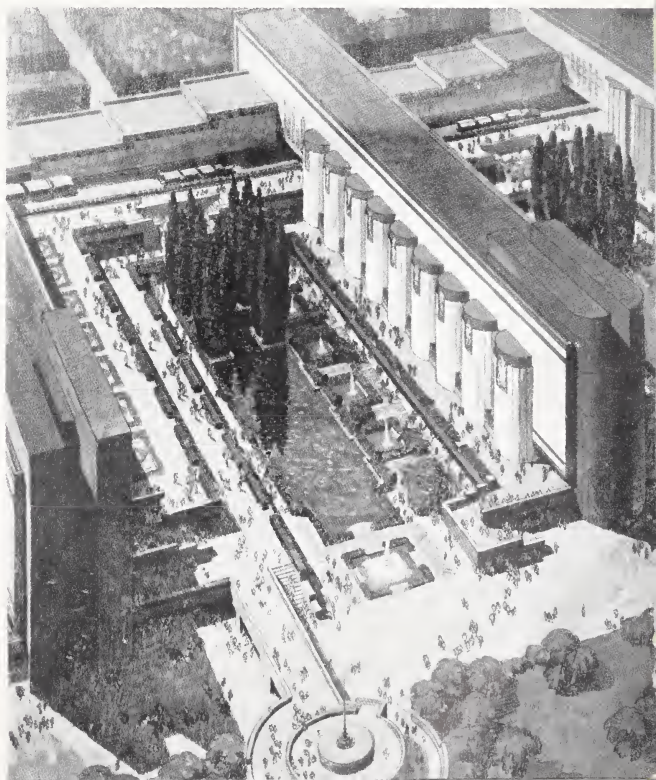
To quote from a statement made by Gen. Rufus Dawes, president of the corporation organized to finance and carry on the great undertaking, "fate linked the incorporation, in 1833, of the village of Chicago with the dawn of the most outstanding hundred years of scientific discoveries the world ever has seen, and 'A CENTURY OF PROGRESS', as the Chicago international exposition of 1933 is called, was conceived with the purpose of fittingly commemorating not only the beginnings of the Chicago of today, but the matchless achievements in the fields of industry, science, education, the arts and in the realm of thought, throughout the world."

In brief, that statement epitomizes the plans of those who are entrusted with the stupendous task imposed by the carrying out of the most modern of modernistic projects on the shores of Lake Michigan, opposite the heart of the business district of the most modern city in the world.

Opportunity will be given not only the nations of the earth, including the United States, but each of the states of the latter to show the millions expected to visit the exposition, what they have to offer in the way of progress during the past 100 years as well as opportunity for the investor, the settler, the seeker after health or recreation or the casual visitor adding to his store of knowledge through travel.

Florida has arranged to make a display which it is believed will attract the attention of all to the state's wondrous beauties, to the fertility of its soil, to its schools and churches, to its sports and pastimes, to its lakes and hills, to its summer and winter resorts, to its glorious flowers, to its magnificent beaches, to its matchless scenery and to the boundless opportunity for remuneration through the development of its limitless resources.

GENERAL EXHIBITS GROUP AT CHICAGO



FLORIDA'S PART IN THE GREAT EXPOSITION

FLORIDA, with all it has to show, is destined to play an important part in that section of "A CENTURY OF PROGRESS" devoted to the exhibits to be made by the several states of the American union. No other state has such diversification of products, ranging from those of the temperate zone to the tropics, or such a background of romantic history for its display of those things worthwhile and which are enjoyable rather than purely commercial, because the beginnings of the state reach back 400 rather than 100 years—back to the discovery by Ponce de Leon, the Spanish grandee, while he was searching for the fountain of youth early in the 16th century.

STATUE OF "THE SPIRIT OF FLORIDA"

THE WORK OF GEORGE E. GANIERE, THE NOTED SCULPTOR, WHOSE STATUE OF LINCOLN IN THE CAPITOL, AT SPRINGFIELD, ILLINOIS, BROUGHT HIM NATIONAL FAME AS AN ARTIST. MR. GANIERE IS A RESIDENT OF DELAND AND A MEMBER OF THE FACULTIES OF STETSON UNIVERSITY AND ROLLINS COLLEGE



The Florida commission which has charge of the arrangements for the state's exhibit at "A CENTURY OF PROGRESS" exposition, was created by the legislature of 1931, through the passage, by unanimous vote, of a resolution authorizing participation in the exposition and the creation of a commission to be composed of six members of the state senate and six members of the house of representatives, with the governor of the state as ex-officio chairman. No appropriation of funds was made at the time and when the commission met to organize for the work before it, it was confronted with a stupendous task with no funds with which to pay the bills.

At the first meeting of the commission, held in August, 1931, an organization was perfected by the election of Senator W. C. Hodges as active chairman; Senator A. H. Wagg, as vice-chairman; Representative George W. McCrory, as secretary, and Nathan Mayo, state commissioner of agriculture, as treasurer. The choice for manager of the exhibit fell upon Earl W. Brown of DeLand.

In casting about for a man upon whose shoulders would fall the vast amount of detail work connected with the building of the exhibit at Chicago, it was decided that a man possessed of showmanship to a high degree, coupled with experience would be needed. The unanimous choice of the commission was Mr. Brown, because of his participation as assistant general manager of the All Florida Exposition in Madison Square Garden in New York, in the Canadian International exposition at Toronto, and his conduct, for many years, of the Volusia County Fair, classed by experts as one of the best county fairs held in the South.

CLOSE INVESTIGATION MADE

Before deciding upon a course of action, with regard to Florida's participation in the Chicago exposition of 1933, it was decided to send a committee to the world's fair city for a consultation with the officers of the corporation entrusted with the staging of the big show, with a view toward learning all which might be learned regarding it. Particularly did the commission want to know whether or not "A CENTURY OF PROGRESS" was to be a real world's fair, or a real estate promotion and whether or not it was so well financed in advance as to make sure it would open as per schedule and continue the specified 150 days.

The committee found through talks with Gen. Rufus Dawes, president of the corporation and others connected with the promotion of the big venture that when the matter was first mooted more than two years before, steps had been taken not only to arrive at the probable cost of the exposition as it had been planned but to raise the money — \$13,500,000, in cash or quickly negotiable paper, which amount was in hand or in bank, ready to be drawn upon to meet every expense as shown in the preconstruction estimates.

It was shown, also, that in addition to the \$13,500,000 to be spent by the exposition management, there would be approximately \$80,000,000 more spent by the great industries of the world in additional buildings in which to display their progress, making the grand total of the cost of the big show run close to \$100,000,000. With those figures in mind and as thoroughly attested as was possible in the short time given for that purpose, the investigating committee of the Florida commission returned to the state convinced that Florida should prepare to take advantage of this opportunity to display the advantages of the state before the world.

Being satisfied that the exposition was being built in good faith in every sense of that term and that it was adequately financed so far as the buildings and exhibits under the direction of the exposition management were concerned, the committee upon its return to Florida, called the commission together for another conference, made its report and the work of organizing for an exhibit of the resources of the state which would be a credit to the commonwealth was begun.

DIORAMA, "NAVAL STORES OPERATIONS"





DIORAMA, "DAIRYING IN FLORIDA"

While the general offices of the commission continued to be maintained at Tallahassee, exhibit and promotion offices were opened at DeLand, under the direction of Mr. Brown, as exhibit manager, and a systematic canvass for funds with which to finance operations as well as for exhibits, was begun, under the direction of Chairman Hodges.

It had been decided at meetings of the commission, after learning what Texas and California, the two states which might be regarded as rivals of Florida, had intimated they would do, that \$250,000 would be required to cover the cost of an exhibit which would be a credit to the state. How to get that amount was the big problem confronting the commission.

FINANCING PLANS ARE ADOPTED

Several plans were submitted and discussed from every angle. It was decided to ask the several counties of the state, to each contribute, either through a levy of taxes for the purpose or from the monies derived from the county's percentage of the racing fund distributed among the counties, on a basis of seven and one-half ($7\frac{1}{2}$) cents per capita using the census figures of 1930 as a basis. On that basis, a total of approximately \$100,000 could be raised, it was believed. At this point it might be well to explain that up to this time (November 15), 55 of the 67 counties of the state have agreed to the proposition.

It was decided, also, to ask the commissioner of agriculture, to devote \$100,000 of the fund derived from inspection fees and usually spent for statewide publicity purposes, toward the expense of a creditable exhibit of the state's resources, at Chicago. This finally was agreed to by the commissioner of agriculture after receiving the unanimous approval of the governor and his cabinet.

The remaining \$50,000 of the \$250,000 total needed was expected to be contributed by the various industries of the state on a basis of their interest in the state and its advancement as indicated by their receipts during the current year. This plan is working out very well and there is reason to believe the full amount looked for from this source will be forthcoming.

EXHIBIT DEPARTMENT BUSY

While the finance committee was busy with money raising plans, the exhibit and promotion departments were active in their respective spheres. The newspapers of the state were asked to cooperate to the extent of giving space for news

stories covering the activities of the exhibit and finance departments and did so in a manner and with such generosity that they have earned the commendation not only of the Florida commission but of the general management of the exposition, in Chicago, which has taken occasion many times to compliment the Florida commission upon the wholehearted support given its activities by the Florida press.

Several bold moves were made by the exhibit department which challenged the admiration of all connected with the exposition and won much nationwide publicity. Particular reference is made to the decision to take to Chicago, an acre of full grown summer ripening orange trees, in full fruitage and foliage, with the hope of showing to the world a real orange grove with fruit ripening under Chicago skies. Reference is made also to the acceptance of the offer of Paist & Steward, the Miami architects responsible for many of the monumental buildings not only of Miami but of Coral Gables, Palm Beach and other East Coast cities, to act as architects of the building which will house the Florida exhibit at Chicago. This was regarded as an assurance that Florida Hall in the Court of States at the exposition in reality would be a little bit of Florida set down on the shores of Lake Michigan.

WONDERFUL EFFECTS PRODUCED

It should be borne in mind that all of the exhibition buildings at "A CENTURY OF PROGRESS" are windowless, meaning that the lighting and ventilation must be artificial. This will enable Paist & Steward as well as Vernon Steen, the engineer in charge of sky effects, to reproduce within the building a typical Florida atmosphere including Florida's fleecy clouds flitting across a typical Florida sky, by clever use of the latest in lighting effects and cloud producing machines.

Even Florida's gorgeous sunsets and glorious night skies will be reproduced and Floridians visiting, Florida Hall will see in the sky the constellations familiar to them at home.

EXHIBITS WILL BE INTERESTING

While the architectural features of the Florida buildings, reflecting as they will the type of architecture best fitted to the semi-tropical climate of the state and giving startling visions of what may be done with artificial lighting effects in the reproduction of Florida days and nights and star studded skies, greater inter-

DIORAMA, "FLORIDA TRUCK FARM"





A CENTURY OF PROGRESS: INTERNATIONAL EXPOSITION, CHICAGO, 1933

Adler Planetarium	G-1	Bendix Loma Temple	F-15	Electrical Group	F-9	Illinois Building	G-12	Sky Ride	F-8 to F-13
Administration Building	G-9	Bus Terminal	H-10	Field Museum	I-9 to I-13	Home and Industrial Arts Group	C-17	Soldier Field	G-12
Agricultural Group	G-1	Byrd's Polar Ship	G-10	Firestone Area	D-16	Lincoln Group	D-17	Standard Sanitary Building	E-16
American Radiator Building	E-16	Century Dairy Exhibit	G-3	Fort Dearborn	D-16	Main Entrance	H-8	States Group	F-7
Amusements Group	D-16	Chrysler Building	C-17	General Exhibits	E-14	Maya Temple	C-17	Travel and Transport Building	C-17
Anthropology Group	C-16	Court of Nations	G-3	General Motors Building	C-17	Music Group	D-13	U. S. Government Building	F-1
Bathing Beach	G-2	Dancing Pavilion	F-4	Hall of Science	F-12	Sears-Roebuck Building	G-11		
		Edison Memorial	F-10	Hollywood	E-12	Shedd Aquarium	I-6		



"FLORIDA YOUTH"

(THIS STATUE WHICH IS OF HEROIC SIZE WAS MODELED AND EXECUTED BY CARY E. LANDIS, OF DELAND, TWELVE-YEAR-OLD GRANDSON OF ATTORNEY GENERAL CARY D. LANDIS, OF FLORIDA. THE YOUNG SCULPTOR IS A STUDENT UNDER GEORGE E. GANIERE)

est will be in the exhibits and the manner of displaying them. The diorama — a picture in three dimensions, will be largely used with which to illustrate not only the major industries of the state — citrus growing, naval stores production, phosphate mining, dairying, truck gardening, sponge fishing, commercial fishing in both salt and fresh waters, tourist attractions in the way of beaches and summer and winter resorts, floriculture, educational resources, travel and transport and kindred subjects, but the romantic or emotional side of life in Florida will not be forgotten.

DIORAMAS ANIMATED

Many of those dioramas will be animated or humanized so as to give them a greater appeal or attract to them an attention which will cause the beholder to learn from them more of the nature of what the dioramas represent than could be effected in any other way. For instance, the diorama representing "Sunset on the Suwannee River" is so constructed as to represent not merely a beauty spot somewhere along the course of that stream, but to bring to the mind of the person seeing and listening, the idea sought to be conveyed by Stephen Foster when he wrote his immortal song. There will be fields of cotton and cane and children playing around the doors of the cabins in the "quarter" or fishing from the bank, while a band of plantation hands croon negro melodies to the tune of a banjo played by one of them.

The diorama illustrative of the citrus industry is animated to the extent of having a solid train of fruit express cars run the length of the picture on its way from the packing house to the markets of the North. The diorama which will illustrate the mining of phosphate, such an important ingredient of commercial fertilizers and of which Florida produces 80 per cent of the production of the entire United States, will be animated to the extent that the drag lines will be in operation and water will be shot from the hydraulic guns with which the matrix is broken down before being sent to the washers and driers. Many others of the dioramas used will also be humanized and it is believed by the Florida commission will rank with the dioramas used by any other state or nation exhibiting at Chicago.

Those dioramas are being produced under the direction of Charles E. Plastow, chief of the art staff in the studio in DeLand, controlled and operated by the Florida commission.

ORANGE GROVE MOVED TO CHICAGO

In addition to the exhibits in Florida Hall, in the court of States, and in the one and one-third acres given without cost for use as the orange, papaya and tree blueberry grove and miniature Everglades garden, the Florida commission also will have, in the rear of Florida Hall, a space 77 feet by 84 feet, or 6,468 square feet in which will be grown every flowering plant, shrub or vine indigenous to Florida and it is hoped that by proper expert care to cause every one of them to bloom. This exotic garden as it is being called is being landscaped by the Exotic Gardens, Inc., of Miami, under the direction of James Donn, president. The garden will be a replica of one of the famous exotic gardens of the world and in addition to containing exotic flowers, crotans, and other foliage plants as well as towering palmettoes and cocoanut palms, loaded with fruit, it will have statues by George E. Ganiere, whose statue of Lincoln in the state house at Springfield, Ill., brought him international fame, and by Cary D. Landis II, a 12-year-old artist of Florida, grandson of Florida's attorney general, Cary D. Landis.

The live fish exhibit of the state will be located in the Shedd Aquarium, where accommodations have been given the state for glass tankage sufficient to show more than 500 of the 658 varieties of fish found in the fresh waters as well as in the seas which wash the 2800 miles of the state's coast line.

On the mezzanine floor of Florida Hall, in the Court of States, will be found hundreds of specimens of fish mounted by J. E. Wallace, the natural historian of the Florida commission. Mr. Wallace will also have many specimens of the aquatic and other exotic birds indigenous to Florida on exhibition in and around the fountains which will have prominent place in Florida Hall, in the exotic

"MOVING FLORIDA ORANGE TREES TO CHICAGO"



garden and in the acre and a third devoted to citrus groves and miniature Everglades gardens.

Florida also has been granted space for a marine exhibit in the Hall of Science and in that space will display many specimens of marine life as found in inland waters as well as along the shores of the Atlantic Ocean and the Gulf of Mexico.

TYPICAL FLORIDA HOME

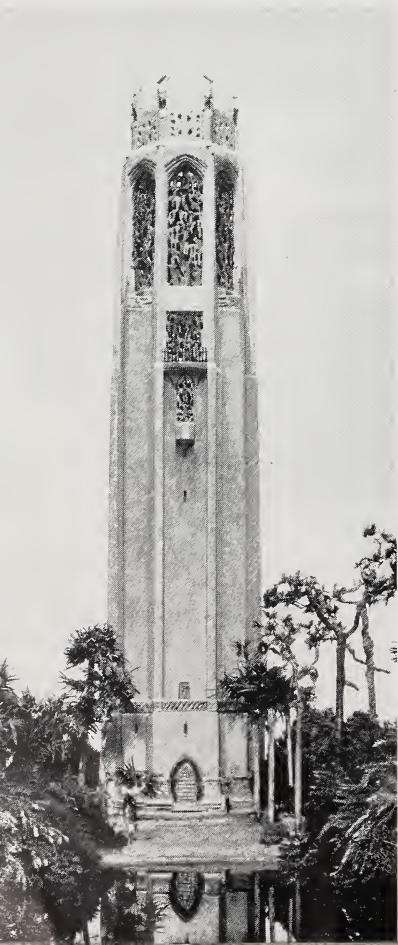
Another exhibit to be made by Florida and one which has been given hearty commendation by the management of the exposition will be a typical Florida home, for which a splendid location in the section devoted to home construction has been provided by the exposition management.

The detailed plans and specifications for this beautiful building were prepared by Robert L. Weed, a Miami architect associated with Paist & Steward.

The home will be constructed of Florida building material, such as travertine, floridene, brain-coral, coquina and portland cement made from Florida rock. Pecky cypress will be used for trim. It is intended not only to depict the type of home best adapted to Florida's semi-tropical climate but to give architects and builders, the world over, an idea of what the state has to offer in the way of building material.

The history of Florida will be drawn upon in the decorative features of the exhibit through a series of six mural paintings six by nine feet in dimension which will be displayed on the walls of Florida Hall in the Court of States. Each mural will depict an episode in the history of the state from the discovery down to the present, the latter being represented by lunettes showing the skylines of several of the largest cities of the state.

DIORAMA. "THE BOK TOWER"



"ALMA MATER"

(THIS GROUP WILL BE INCLUDED IN THE EDUCATIONAL EXHIBIT IN FLORIDA HALL IN THE COURT OF STATES)

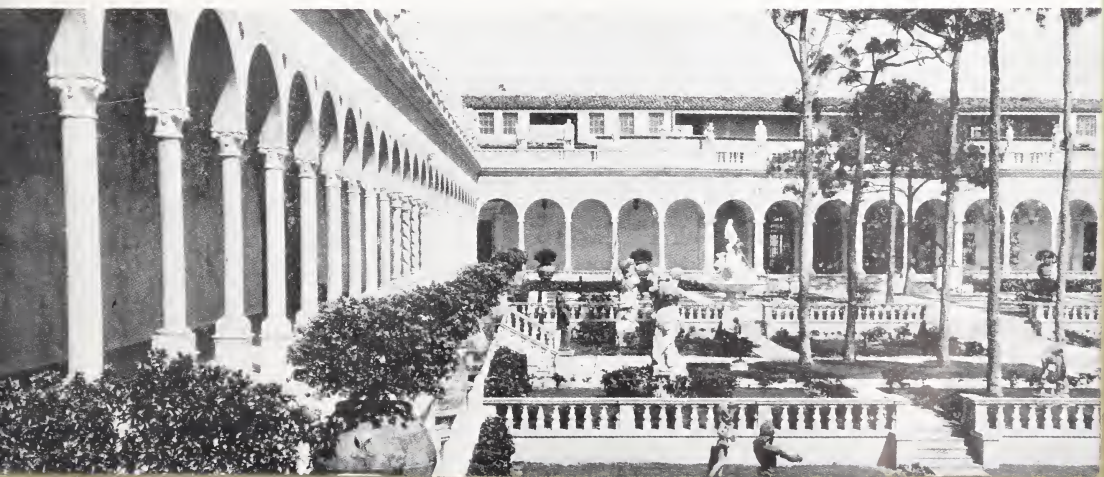
Mr. Brown, manager of the exhibit, has been ably assisted in the gathering together of material by J. A. Mackintosh, superintendent of exhibits, who for many years was in charge of the state's displays at leading fairs and expositions throughout the United States and Canada.

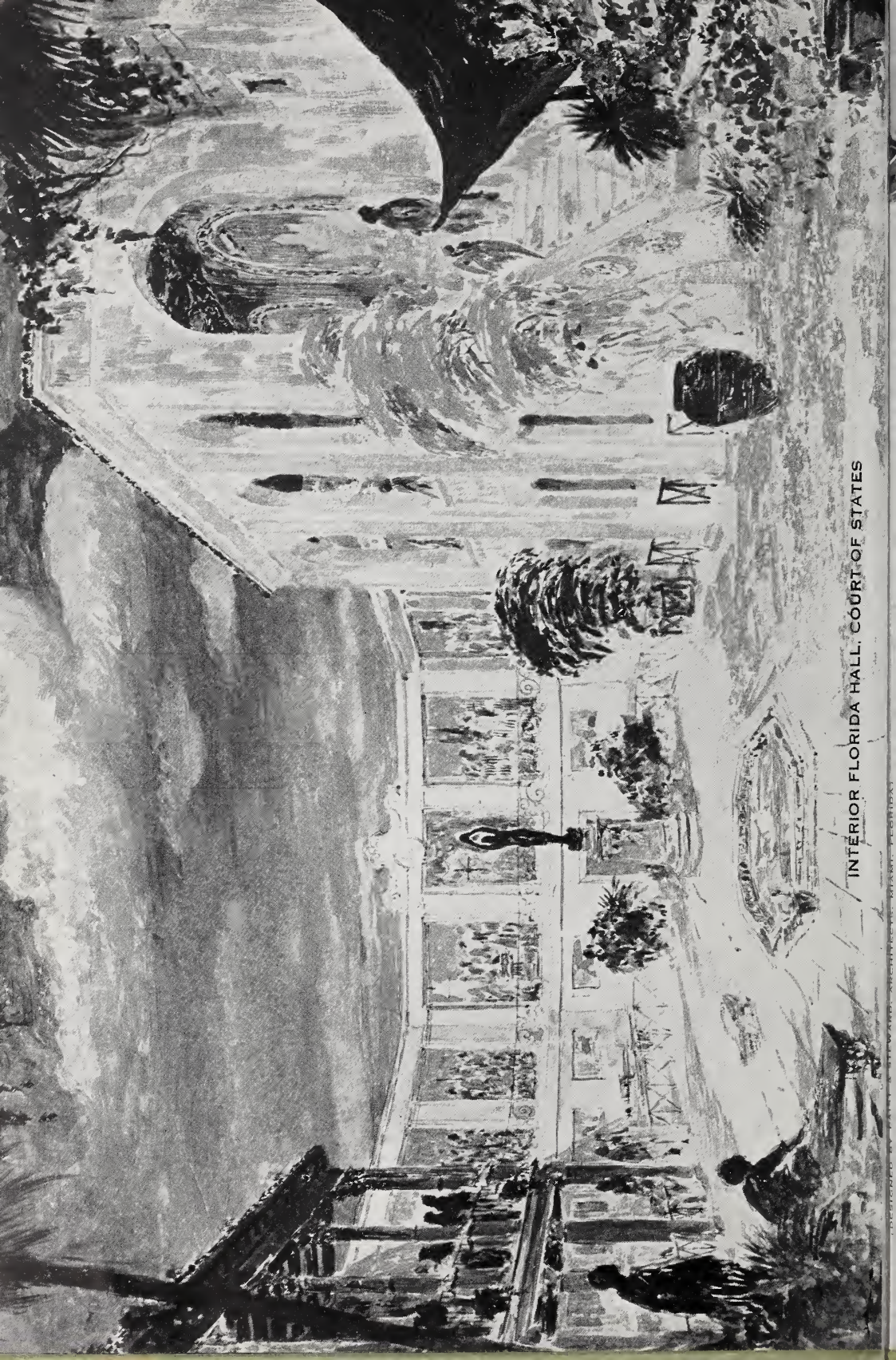
From every point of view, the Florida exhibit at Chicago, next year, as thus far planned, promises to be the outstanding state exhibit at the World's fair and one calculated to enable the great throngs of visitors to visualize what the state has to offer and create a desire to see them at closer range.

UP-TO-DATE LIST HONORARY ADVISORY COMMITTEE FLORIDA CENTURY OF PROGRESS COMMISSION

Albee, Dr. Fred H., 57 West 57th Street, New York City, N. Y., or Nokomis, Fla.	Brorain, Carl D., Peninsular Telephone Company, Tampa, Fla.	Coachman, W. F., Jr., Consolidated Bldg., Jacksonville, Fla.
Andrews, D. A., Standard Manufacturing Co., Inc., Cedar Keys, Fla.	Brorain, W. G., President, Peninsular Telephone Company, Tampa, Fla.	Coachman, Walter F., Sr., Lake Placid, Fla.
Arnette, J. Alex., President West Palm Beach Chamber of Commerce, West Palm Beach, Fla.	Brown, H. C., Clermont, Fla.	Coleman, R. B., General Manager At- lanta & St. Andrews Bay Railway Com- pany, Panama City, Fla.
Ashe, Dr. B. F., President, University of Miami, Coral Gables, Fla.	Brown, Lew B., The Evening Independent, St. Petersburg, Fla.	Collier, Barron G., Useppa Inn, Useppa Island, Fla.
Ausley, Dr. C. M., Tallahassee, Fla.	Burdine, R. B., Miami, Fla.	Collins, General Vivian, St. Augustine, Fla.
Ball, Willis, Publisher Florida Times- Union, Jacksonville, Fla.	Cantacuzene, Prince, P. O. Box 847, Sara- sota, Fla.	Commander, C. C., Florida Citrus Ex- change, Tampa, Fla.
Barry, Right Rev. Patrick, Bishop of the Diocese of St. Augustine, St. Augus- tine, Fla.	Caples, R. C., 222 Main Street, Sarasota, Fla.	Condict, H. V., P. O. Box 1052, Orlando, Fla.
Becker, A. J., P. O. Box 1072, Jackson- ville, Fla.	Carter, W. R., Oakdale Apartments, 2022 Oak Street, Jacksonville, Fla.	Conradi, Dr. Edward, President, Florida State College for Women, Tallahassee, Fla.
Bitting, Clarence R., 52 Wall Street, New York City, N. Y.	Chase, Joshua C., P. O. Box 291, Sanford, Fla.	Cooper, Clayton Sedgwick, 1139 Lincoln Road, Miami Beach, Fla.
Bright, James H., Hialeah, Fla.	Childers, E. F., Port St. Joe, Fla.	Crow, L. W., Grow-Dodd Company, 308 N. E. First Street, Miami, Fla.
Brittain, C. M., Rogers Building, Jackson- ville, Fla.	Clark, John D., Waverly Citrus Growers' Association, Waverly, Fla.	
Brook, A. H., Chamber of Commerce, Ft. Lauderdale, Fla.	Clyatt, M. M., Chiefland, Fla.	

DIORAMA, "PATIO, RINGLING ART MUSEUM"





INTERIOR FLORIDA HALL. COURT OF STATES



DIORAMA. "TYPICAL FLORIDA CITRUS GROVE"

Cuesta, A. L., Jr., Cuesta, Rey & Company, Tampa, Fla.

Davies, Oscar G., Palm Beach Daily News, Palm Beach, Fla.

Davison, Dr. W. A., Avon Park, Fla.

Delano, Lyman, Chairman Board, Atlantic Coast Line, New York City.

Diver, Joseph S., District Governor, Rotary International, P. O. Box 1573, Jacksonville, Fla.

Donn, James M., P. O. Box 57, Allapattah Station, Miami, Fla.

Donnell, E. B., Blackwell, Donnell & Moore, West Palm Beach, Fla.

Drane, Hon. Herbert J., care U. S. Congress, Washington, D. C.

Dreka, G. A., Dreka's Department Store, DeLand, Fla.

duPont, Alfred L., Barnett National Bank Building, Jacksonville, Fla.

Edwards, William, President Florida Citrus Exchange, Zellwood, Fla.

Estes, V. W., Orlando, Fla.

Evans, W. L., P. O. Box 1156, Miami, Fla.

Everett, J. T., Trenton, Fla.

Ewing, Charles Hull, Sarasota, Fla.

Felkel, Herbert, The St. Augustine Record, St. Augustine, Fla.

Fletcher, Hon. Duncan U., care U. S. Congress, Washington, D. C.

Folsom, Moses, 204 St. James Building, Jacksonville, Fla.

Fossey, A. D. H., 21 N. E. 36th Street, Miami, Fla.

Frierson, J. E., Moore Haven, Fla.

Gaist, C. H., Boca Raton Club, Boca Raton, Fla.

Giles, Hon. James, Mayor, Orlando, Fla.

Gillett, D. C., 808 Citrus Exchange Building, Tampa, Fla.

Glynn, W. F., Crescent City, Fla.

Gore, R. H., 209 South LaSalle Street, Chicago, Ill.

Green, E. P., Vice-President and Treasurer Wyman, Green & Shelton, Inc., Bradenton, Fla.

Guernsey, S. Kendrick, Orlando, Fla.

Gumpertz, S. W., Sarasota, Fla.

Harlee, J. P., Vice-President Harlee & Harrison, Inc., Bradenton, Fla.

Harris, W. S., Bee Ridge, Fla.

Heckscher, August, The Bayshore Company, 32 West Forsyth Street, Jacksonville, Fla.

Himes, I. L., P. O. Box 1585, West Palm Beach, Fla.

Holland, Spessard L., Bartow, Fla.

Holt, Dr. Hamilton, President, Rollins College, Winter Park, Fla.

Horton, R. S., 705 Lake Avenue, Lake Worth, Fla.

Howell, Geo. B., The Exchange National Bank, Tampa, Fla.

Hulley, Dr. Lincoln, President, Stetson University, DeLand, Fla.

Hume, H. Harold, Gainesville, Fla.

Hutchins, Frank Townsend, Tudor Tower, 25 Prospect Place, New York City, N. Y.

Hutchinson, Judge Ira A., Panama City, Fla.

Jackson, Colonel W. H., care Jackson, Dupree & Cone Company, Tampa, Fla.

Johnston, Colonel Geo. C., President, Orlando Broadcasting Co., Inc., Orlando, Fla.

Kenan, Wm. R., Jr., President, Florida East Coast Railway Company, St. Augustine, Fla.

King, E. L., Daytona Beach, Fla.

King, Frank O., Kissimmee, Fla.

Knapp, Dr. J. V., Tallahassee, Fla.

Lambright, E. D., Editor, Tampa Morning Tribune, Tampa, Fla.

Lehmann, Karl, Secretary Seminole County Chamber of Commerce, Sanford, Fla.

Lindsey, Colonel Geo. D., Sarasota Herald Company, Sarasota, Fla.

Loomis, Burdett, Jr., Manager American Agricultural Chemical Co., Pierce, Fla.

London, Hugh R., Babson Park, Fla.

Lowry, Colonel Sumter L., Jr., Jacksonville Chamber of Commerce, Jacksonville, Fla.

Maclay, Alfred B., 230 Park Avenue, New York City, N. Y., or Route 1, Tallahassee, Fla.

Mahoney, Daniel J., Miami Daily News, Miami, Fla.

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